Bruner, G. C., II; Hensel, P. J. (1994).

Marketing scales handbook: A compilation of multi-item measures. Vol 1. Chicago, IL: American Marketing Association.

[588 full text instruments]

Marketing research -- Statistical methods, Scaling (Social sciences) FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/25965149

Activity (stimulus). (1981).

Holbrook, M.B.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 10-11.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Affect (general). (1981).

Holbrook, M.B.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 12-14.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Affect (music). (1984).

Dillon, W.R.; Mulani, N.; Frederick, D.G.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 15-17.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Age related responsibility (child). (1988).

Crosby, L.A.; Grossbard, S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 18-19.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Aggressiveness (consumer). (1983).

Richins, M.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Page(s): 20-21.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Aggressiveness (general). (1983).

Richins, M.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 22-24.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Appropriateness (object). (1989).

Stayman, D.M.; Deshpande, R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 25-26.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Arousal. (1993).

Mehrabian, A.; Russell, J.A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 27-28.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Arousal seeking tendency. (1974).

Mehrabian, A.; Russell, J.A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 29-31.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Arts enthusiast. (1976).

Darden, W.R.; Perreault Jr, W.D.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 32-33.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Assertiveness (consumer). (1983).

Richins, M.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 34-36.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Assertiveness (general). (1983).

Richins, M.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 37-39.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attitude toward branded products. (1978).

Moschis, G.P.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 40-41.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attitude toward business. (1983).

Richins, M.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 42-43.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attitude toward business ethics (Consumer normlessness). (1980, 1985).

Lambert, Z.V.; Durand, R.M.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 44-45.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attitude toward buying American made products. (1987).

Shimp, T.A.; Sharma, S.

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 46-47.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attitude toward computer technology. (1983).

Dickerson, M.D.; Gentry, J.W.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 48-49.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attitude toward humor. (1982, 1985).

Gorn, G.J.; Allen, C.T.; Madden, T.J.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 50-51.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attitude toward pricing practices. (1986).

Gaski, J.F.; Etzel, M.J.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 52-53.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attitude toward salespeople. (1978, 1981).

Moschis, G.P.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 54-55.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attitude toward shampoo. (1984).

Kisielius, J.; Sternthal, B.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 56-57.

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attitude toward soft drink consumption. (1988).

Beatty, S.E.; Kahle, L.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 58-59.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attitude toward the act (Likert). (1979, 1980).

Oliver, R.L.; Berger, P.K.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 60-61.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attitude toward the act (Likert). (1983, 1989).

Bello, D.C.; Pitts, R.E.; Etzel, M.J.; Petroshius, S.M.; Crocker, K.E.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 62-63.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attitude toward the act (Likert). (1987).

Petroshius, S.M.; Monroe, K.B.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 64-65.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attitude toward the act (reuse salesperson). (1989).

Oliver, R.L.; Swan, J.E.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 66-67.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Attitude toward the act (semantic differential). (1975, 1982, 1985, 1988).

Ahtola, O.T.; Bagozzi, R.P.; Fishbein, M.; Ajzen, I.; Gardener, M.P.; Mitchell, A.A.; Russo, J.E.; Gill, J.D.; Grossbard, S.; Laczniak, R.N.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 68-73.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attitude toward the offer. (1988, 1989).

Burton, S.; Lichtenstein, D.R.; Bearden, W.O.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 74-75.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attitude toward the product. (1976, 1982).

Maddox, R.N.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 76-78.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attitude toward the product brand (Likert). (1985, 1988, 1989).

Duncan, C.P.; Nelson, J.E.; Petroshius, S.M.; Crocker, K.E.; Stayman, D.M.; Aaker, D.A. IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 79-81.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attitude toward the product price. (1976, 1982).

Maddox, R.N.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 93-94.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attitude toward the product retail placement. (1976, 1982).

Maddox, R.N.

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 95-96.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attitude toward the purchase (feeling dimension). (1987).

Ratchford, B.T.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 97-98.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attitude toward the purchase (thinking dimension). (1987).

Ratchford, B.T.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 99-100.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attribute importance. (1989).

Sujan, M.; Bettman, J.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 101-102.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attribute variability. (1989).

Sujan, M.; Bettman, J.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). /Marketing scales handbook:

Marketing Association.

Page(s): 103-104.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Brand differentiation (cameras). (1989).

Sujan, M.; Bettman, J.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 105-106.

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Brand loyalty (soft drinks). (1988).

Beatty, S.E.; Kahle, L.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 107-108.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Brand name appropriateness. (1989).

Allen, C.T.; Janiszewski, C.A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 109-110.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Brand similarity. (1989).

Sujan, M.; Bettman, J.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 111-112.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Brand switcher. (1980).

Raju, P.S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 113-114.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Brand variability (cameras). (1989).

Sujan, M.; Bettman, J.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 115-116.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Choice independence (child). (1977, 1988).

Ward, S.; Wackman, D.B.; Wartella, E.; Carlson, L.; Grossbard, S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 117-118.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Clothing interest. (1984, 1985).

Hawes, J.M.; Lumpkin, J.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 119-120.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Communication avoidance (parent child). (1958).

Schaefer, E.S.; Bell, R.Q.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 121-122.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Communication encouragement (parent child) [encouraging verbalization]. (1958).

Schaefer, E.S.; Bell, R.Q.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 123-124.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Community mindedness. (1976).

Darden, W.R.; Perreault Jr, W.D.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 125-127.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Comparison shopping. (1984, 1985).

Hawes, J.M.; Lumpkin, J.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 128-129.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Complaining acceptability. (1982, 1983).

Richins, M.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 130-131.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Complaint responsiveness. (1982, 1983).

Richins, M.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 132-133.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Complexity (stimulus). (1974, 1981).

Berlyne, D.E.; Holbrook, M.B.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 134-135.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Compliance (physician's advice). (1987).

Friedman, M.L.; Churchill Jr., G.A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 136-137.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Compliance motivation. (1989).

Bearden, W.O.; Netemeyer, R.G.; Teel, J.E.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 138-139.

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Compulsivity (general). (1989).

O'Guinn, T.C.; Faber, R.J.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 140-141.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Compulsivity (purchase). (1989).

O'Guinn, T.C.; Faber, R.J.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 142-143.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Conformity (dress). (1985).

Lumpkin, J.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 144-145.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Conformity motivation. (1984).

Lennox, R.D.; Wolfe, R.N.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 146-147.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Consequences (physician's treatment). (1987).

Friedman, M.L.; Churchill Jr., G.A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 148-149.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Conservatism (politicoeconomic). (1950, 1987).

Levinson, D.J.; Shimp, T.A.; Sharma, S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 150-151.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Consumer affairs knowledge. (1978, 1981).

Moschis, G.P.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 152-153.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Consumer role expectations (adolescents'). (1984).

Moschis, G.P.; Moore, R.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 154-155.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Consumption motivation (objective). (1978, 1981, 1988).

Moschis, G.P.; Carlson, L.; Grossbard, S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 156-157.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Consumption motivation (social). (1978, 1981, 1988).

Moschis, G.P.; Carlson, L.; Grossbard, S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 158-159.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Contact frequency (sales agent). (1987).

Crosby, L.A.; Stephens, N.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 160-161.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Convenience (locating products with store). (1989).

Lumpkin, J.R.; Hunt, J.B.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 162-163.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Convenience (movement in store). (1989).

Lumpkin, J.R.; Hunt, J.B.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 164-165.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Convenience (shopping). (1989).

Lumpkin, J.R.; Hunt, J.B.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 166-167.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Convenience (shopping ease). (1985).

Saegert, J.; Hoover, R.J.; Hilger, M.T.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 168-169.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Convenience (store features). (1985).

Saegert, J.; Hoover, R.J.; Hilger, M.T.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 170-171.

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Convenience (within store). (1989).

Lumpkin, J.R.; Hunt, J.B.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 172-173.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Cooking enjoyment. (1983).

Dickerson, M.D.; Gentry, J.W.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 174-175.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Coping (life). (1989).

Lumpkin, J.R.; Hunt, J.B.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 176-177.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Coviewing TV (parent child). (1988).

Carlson, L.; Grossbard, S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 178-179.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Creativity (product usage). (1983).

Price, L.L.; Ridgway, N.M.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 180-181.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Credit usage. (1974, 1983, 1984, 1985).

Darden, W.R.; Ashton, D.; Dickerson, M.D.; Gentry, J.W.; Davis, D.L.; Rubin, R.S.; Hawes, J.M.; Lumpkin, J.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 182-184.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Curiosity (product operation). (1983, 1986).

Price, L.L.; Ridgway, N.M.; Childers, T.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 185-186.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Cynicism (political). (1969, 1985).

Olsen, M.E.; Durand, R.M.; Lambert, Z.V.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 187-188.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Dieter. (1976, 1982).

Darden, W.R.; Perreault Jr, W.D.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 189-190.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Disconfirmation. (1987, 1989).

Westbrook, R.A.; Oliver, R.L.; Swan, J.E.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 191-193.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Dogmatism. (1985).

Bruning, E.R.; Kovacic, M.L.; Oberdick, L.E.

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 194-195.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Dogmatism. (1960).

Rokeach, M.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 196-199.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Domination. (1974).

Mehrabian, A.; Russell, J.A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 200-201.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Energy consciousness. (1985).

Lumpkin, J.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 202-203.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Envy. (1984).

Belk, R.W.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 204-206.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Ethnocentrism. [CETSCALE]. (1987).

Shimp, T.A.; Sharma, S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 207-208.

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Exchange equity (customer's with dealer). (1989).

Oliver, R.L.; Swan, J.E.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 209-210.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Exchange equity (customer's with salesperson). (1989).

Oliver, R.L.; Swan, J.E.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 211-230.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Exchange inputs (customer's with salesperson). (1989).

Oliver, R.L.; Swan, J.E.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 215-216.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Exchange inputs (dealer's with customer). (1989).

Oliver, R.L.; Swan, J.E.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 217-218.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Exchange inputs (salesperson's with customer). (1989).

Oliver, R.L.; Swan, J.E.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 219-220.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Exchange outcomes (customer's with dealer). (1989).

Oliver, R.L.; Swan, J.E.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 221-222.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Exchange outcomes (customer's with salesperson). (1989).

Oliver, R.L.; Swan, J.E.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 223-224.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Exchange outcomes (dealer's with customer). (1989).

Oliver, R.L.; Swan, J.E.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 225-226.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Exchange outcomes (salesperson's with customer). (1989).

Oliver, R.L.; Swan, J.E.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 227-228.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Exploratory shopper. (1980).

Raju, P.S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 229-230.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Exchange inputs (customer's with dealer). (1989).

Oliver, R.L.; Swan, J.E.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 231-214.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Expressiveness (stimulus). (1981).

Holbrook, M.B.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 231-232.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Fairness (dealer's treatment of customer). (1989).

Oliver, R.L.; Swan, J.E.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 233-234.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Fairness (salesperson's treatment of customer). (1989).

Oliver, R.L.; Swan, J.E.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 235-236.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Familiarity (generalized). (1984).

Hirschman, E.C.; Solomon, M.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 237-238.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Familiarity (object). (1985).

Oliver, R.L.; Bearden, W.O.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 239-240.

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Fantasizing. (1989).

O'Guinn, T.C.; Faber, R.J.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 241-242.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Fashion consciousness. (1976).

Darden, W.R.; Perreault Jr, W.D.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 243-244.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Femininity. (1974; 1985).

Bem, S.L.; Barak, B.; Stern, B.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 245-247.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Financial concern. (1989).

Rahtz, D.R.; Sirgy, M.J.; Meadow, H.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 248-249.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Freedom. (1981).

Unger, L.S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 250-251.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Futility (political). (1969).

Olsen, M.E.; Durand, R.M.; Lambert, Z.V.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 252-253.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Generosity. (1984).

Belk, R.W.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 254-256.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Healthiness. (1989).

Lumpkin, J.R.; Hunt, J.B.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 257-258.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Healthiness. (1989).

Rahtz, D.R.; Sirgy, M.J.; Meadow, H.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 259-260.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Health safety concern. (1989).

Rahtz, D.R.; Sirgy, M.J.; Meadow, H.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 261-262.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Hemispheric orientation. (1983).

Hirschman, E.C.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 263-264.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Homebody [limited activity]. (1989).

Rahtz, D.R.; Sirgy, M.J.; Meadow, H.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 265-266.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Homebody. (1983).

Dickerson, M.D.; Gentry, J.W.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 267-268.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Household chore expectations (parent child) [early maturity demand]. (1988).

Carlson, L.: Grossbard, S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 269-270.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Housework hater. (1976, 1982).

Darden, W.R.; Perreault Jr, W.D.; Lumpkin, J.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 271-272.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Imagery vividness. (1973).

Marks, D.F.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 273-275.

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Inflation consciousness. (1985).

Lumpkin, J.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 276-277.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Information seeker (interpersonal). (1976).

Darden, W.R.; Perreault Jr, W.D.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 278-279.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Information seeker (interpersonal). (1989).

Bearden, W.O.; Netemeyer, R.G.; Teel, J.E.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 280-281.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Information usage (company sources). (1987).

Crosby, L.A.; Stephens, N.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 282-283.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Information usage (personal sources). (1987).

Crosby, L.A.; Stephens, N.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 284-285.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

In home shopper. (1984).

Hawes, J.M.; Lumpkin, J.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 286-287.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Innovativeness (brand). (1976).

Darden, W.R.; Perreault Jr, W.D.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 288-289.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Innovativeness (fashion). (1980).

Hirschman, E.C.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 290-291.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Innovativeness (fashion). (1985).

Lumpkin, J.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 292-293.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Innovativeness [open processing]. (1985).

Leavitt, B.; Walton, J.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 294-296.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Innovativeness (product). (1985).

Oliver, R.L.; Bearden, W.O.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 297-298.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Innovativeness (shopping). (1984).

Hawes, J.M.; Lumpkin, J.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 299-300.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Innovativeness (shopping). (1980).

Raju, P.S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 301-302.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

In shopping preference. (1984).

Hawes, J.M.; Lumpkin, J.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 303-304.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

In shopping preference. (1985).

Hozier Jr., G.C.; Stem Jr, D.E.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 305-306.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Interaction orientation of salesperson (customer's perception). (1985).

Williams, K.C.; Spiro, R.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 307-308.

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Interpersonal influence susceptibility (normative). (1989).

Bearden, W.O.; Netemeyer, R.G.; Teel, J.E.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 309-310.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Involvement (activity). (1981).

Unger, L.S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 311-312.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Involvement (body weight). (1985).

Oliver, R.L.; Bearden, W.O.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 313-314.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Involvement (enduring). (1987).

Slama, M.E.; Tashchian, A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 315-316.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Involvement (enduring). (1985).

Zaichkowsky, J.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 317-320.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Involvement (product). (1986).

Zinkhan, F.C.; Locander, W.B.; Leigh, J.H.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 321-322.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Involvement (product). (1982).

Korgaonkar, P.K.; Moschis, G.P.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 323-324.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Involvement (purchase decision). (1987).

Ratchford, B.T.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 325-326.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Involvement (response). (1987).

Slama, M.E.; Tashchian, A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 327-328.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Involvement [shopping enjoyment]. (1985).

Lumpkin, J.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 329-330.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Involvement (situational). (1987).

Slama, M.E.; Tashchian, A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 331-332.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Involvement (store). (1982).

Arora, R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 333-335.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Involvement (television). (1989).

Rahtz, D.R.; Sirgy, M.J.; Meadow, H.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

 $\label{lem:multi-item} \textit{Measures. Vol. 1. Chicago, IL: American Marketing Association.}$

Page(s): 336-337.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Involvement with education (enduring). (1982).

Arora, R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 338-339.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Involvement with education (response). (1982).

Arora, R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 340-341.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Involvement with education (situational). (1982).

Arora, R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 342-343.

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Likelihood of eating (specified food). (1989).

Stayman, D.M.; Deshpande, R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 344-345.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Locus of control. (1966).

Rotter, J.B.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 346-347.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Loyalty proneness (product). (1980).

Raju, P.S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 348-349.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Market maven. (1987).

Feick, L.F.; Price, L.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 350-351.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Masculinity. (1974, 1985).

Bem, S.L.; Barak, B.; Stern, B.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 352-354.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Mastery (situation). (1981).

Unger, L.S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 355-356.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Materialism. (1981).

Moschis, G.P.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 357-358.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Materialism [cultural estrangement]. (1985).

Durand, R.M.; Lambert, Z.V.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 359-360.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Mood. (1989).

Allen, C.T.; Janiszewski, C.A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 361-362.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Motivation to engage in activities (intrinsic extrinsic). (1986).

Holbrook, M.B.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 363-364.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Multi store shopper. (1988).

Carlson, L.; Grossbard, S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 365-366.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Novelty (activity). (1981).

Unger, L.S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 367-368.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Novelty (stimulus). (1981).

Holbrook, M.B.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 369-370.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Nurturance (parental). (1982).

Rickel, A.U.; Biasatti, L.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 371-372.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Nutritional knowledge. (1989).

Wiman, A.R.; Lewman, L.M.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 373-374.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Nutritional phraseology understanding. (1989).

Wiman, A.R.; Lewman, L.M.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 375-376.

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Obedience expectation for kids at school [values conformity]. (1988).

Carlson, L.; Grossbard, S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 377-378.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Opinion leadership (fashion). (1980).

Hirschman, E.C.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 379-380.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Opinion leadership (fashion). (1985).

Lumpkin, J.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 381-382.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Opinion leadership (generalized). (1980).

Raju, P.S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 383-384.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Opinion leadership (generalized). (1961).

Rogers, E.M.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 385-387.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Opinion leadership (generalized). (1970).

King, C.W.; Summers, J.O.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 388-390.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Opinion leadership (purchase). (1976).

Darden, W.R.; Perreault Jr, W.D.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 391-392.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Opinion leadership (shopping). (1985).

Lumpkin, J.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 393-394.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Optimism (financial). (1976).

Darden, W.R.; Perreault Jr, W.D.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 395-397.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Parental ethnocentrism [excluding outside forces]. (1958).

Schaefer, E.S.; Bell, R.Q.; Carlson, L.; Grossbard, S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 398-399.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Parental style (authoritarian). (1971, 1988).

Baumrind, D.; Carlson, L.; Grossbard, S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 400-401.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Parental style (concept orientation). (1988).

Carlson, L.; Grossbard, S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 402-403.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Parental style (firm). (1971, 1988).

Baumrind, D.; Carlson, L.; Grossbard, S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 404-405.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Parental style (protective). (1958, 1988).

Schaefer, E.S.; Bell, R.Q.; Carlson, L.; Grossbard, S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 406-407.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Parental style (socio orientations). (1988).

Carlson, L.; Grossbard, S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 408-409.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Parental style (strict). (1958).

Schaefer, E.S.; Bell, R.Q.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 410-411.

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Patriotism. (1987).

Shimp, T.A.; Sharma, S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 412-413.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Personalizing shopper. (1985).

Lumpkin, J.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 414-415.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Personalizing shopper. (1985).

Saegert, J.; Hoover, R.J.; Hilger, M.T.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 416-417.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Pleasure. (1974).

Mehrabian, A.; Russell, J.A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 418-419.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Possessiveness. (1984).

Belk, R.W.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 420-422.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Potency (stimulus). (1981).

Holbrook, M.B.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 423-424.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Powerlessness (consumer). (1980).

Lambert, Z.V.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 425-426.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Price consciousness. (1976).

Darden, W.R.; Perreault Jr, W.D.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 427-429.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Price consciousness. (1988).

Lichtenstein, D.R.; Bloch, P.H.; Black, W.C.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 430-431.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Price quality inference (running shoes). (1988).

Lichtenstein, D.R.; Bloch, P.H.; Black, W.C.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 432-433.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Pricing issues (air travel). (1985).

Bruning, E.R.; Kovacic, M.L.; Oberdick, L.E.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 434-435.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Problem recognition style (clothing). (1983).

Bruner II. G.C.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 436-437.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Product aesthetics. (1986).

Hirschman, E.C.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 438-439.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Product knowledge. (1989).

Bloch, P.H.; Ridgway, N.M.; Sherrell, D.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 440-441.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Product performance evaluation (radio). (1982).

Korgaonkar, P.K.; Mochis, G.P.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 442-443.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Product performance evaluation (soft drink). (1982).

Korgaonkar, P.K.; Mochis, G.P.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 444-445.

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Product price relationship. (1978).

Moschis, G.P.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 446-447.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Product purchase influence (child's). (1988).

Carlson, L.: Grossbard, S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 448-449.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Purchase expectations (adolescents'). (1984).

Moschis, G.P.; Moore, R.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 450-451.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Purchase independence (child). (1988).

Carlson, L.; Grossbard, S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 452-453.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Purchase related communication (child's view). (1971).

Ward, S.; Wackman, D.B.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 454-455.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Purchase related communication (parent's view). (1988).

Carlson, L.; Grossbard, S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 456-457.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Quality (product). (1986).

Gaski, J.F.; Etzel, M.J.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 458-459.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Quality (product). (1987).

Petroshius, S.M.; Monroe, K.B.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 460-461.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Quality (store's products). (1985).

Saegert, J.; Hoover, R.J.; Hilger, M.T.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 462-463.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Quantity of consumption (soft drink). (1988).

Beatty, S.E.; Kahle, L.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 464-465.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Rationality (object). (1984).

Hirschman, E.C.; Solomon, M.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 466-467.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Reader. (1983).

Davis, D.L.; Rubin, R.S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 468-469.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Rebates (negative role). (1988).

Tat, P.; Cunningham III, William A.; Emin Babakus, E.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 470-471.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Rebates (negative role). (1988).

Tat, P.; Cunningham III, William A.; Emin Babakus, E.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 472-473.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Rebates (positive role). (1988).

Tat, P.; Cunningham III, William A.; Emin Babakus, E.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 474-475.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Refusal of child's purchase request (with explanation). (1988).

Carlson, L.; Grossbard, S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 476-477.

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Refusal of child's purchase request (without explanation). (1988).

Carlson, L.; Grossbard, S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 478-479.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Regulation of business. (1988).

Carlson, L.; Grossbard, S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 480-481.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Respect toward elderly. (1989).

Rahtz, D.R.; Sirgy, M.J.; Meadow, H.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 482-483.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Restricted mobility. (1989).

Lumpkin, J.R.; Hunt, J.B.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 484-485.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Restriction of TV viewing. (1988).

Carlson, L.; Grossbard, S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 486-487.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Risk (financial). (1982).

Shimp, T.A.; Bearden, W.O.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 488-489.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Risk (performance). (1982).

Shimp, T.A.; Bearden, W.O.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 490-491.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Risk aversion (product usage). (1983).

Price, L.L.; Ridgway, N.M.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 492-493.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Risk taker (purchase). (1980).

Raju, P.S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 494-495.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Role overload. (1982).

Reilly, M.D.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 496-497.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Romanticism classicism. (1986).

Holbrook, M.B.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 498-500.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Safety (air travel). (1985).

Bruning, E.R.; Kovacic, M.L.; Oberdick, L.E.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 501-502.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Satisfaction (air travel). (1985).

Bruning, E.R.; Kovacic, M.L.; Oberdick, L.E.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 503-504.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Satisfaction (car). (1989).

Westbrook, R.A.; Swan, J.E.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 505-506.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Satisfaction (coercive power behavior). (1987).

Friedman, M.L.; Churchill Jr., G.A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 507-508.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Satisfaction (expert legitimate power behavior). (1987).

Friedman, M.L.; Churchill Jr., G.A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 509-510.

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Satisfaction (financial). (1983).

Dickerson, M.D.; Gentry, J.W.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 511-512.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Satisfaction (flu shot decision). (1980).

Oliver, R.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 513-514.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Satisfaction (generalized). (1987).

Crosby, L.A.; Stephens, N.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 515-516.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Satisfaction (generalized). (1989).

Oliver, R.L.; Swan, J.E.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 517-519.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Satisfaction (intrinsic). (1981).

Unger, L.S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 520-521.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Satisfaction (life). (1989).

Lumpkin, J.R.; Hunt, J.B.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 522-523.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Satisfaction (purchases win general). (1985).

Arora, R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 524-525.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Satisfaction (referent power behavior). (1987).

Friedman, M.L.; Churchill Jr., G.A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 526-527.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Satisfaction (with retailers). (1986).

Gaski, J.F.; Etzel, M.J.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 528-529.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Self concept. (1981).

Malhotra, N.K.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 530-532.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Self confidence (generalized). (1985).

Arora, R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 533-534.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Self confidence (generalized). (1974).

Darden, W.R.; Ashton, D.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 535-537.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Self confidence (non prescription drug purchase). (1985).

Oliver, R.L.; Bearden, W.O.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 538-539.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Self confidence (shopping). (1985).

Lumpkin, J.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 540-541.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Self esteem. (1989).

O'Guinn, T.C.; Faber, R.J.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 542-543.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Self esteem. (1985).

Oliver, R.L.; Bearden, W.O.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 544-545.

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Self esteem. (1967).

Eagly, A.H.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 546-547.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Self orientation of salesperson (customer's perception). (1985).

Williams, K.C.; Spiro, R.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 548-549.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Service failure by company. (1987).

Crosby, L.A.; Stephens, N.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 550-551.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Service failure by sales agent. (1987).

Crosby, L.A.; Stephens, N.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 552-553.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Shop with children. (1988).

Carlson, L.; Grossbard, S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 554.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Shopping conditions (local). (1984).

Hawes, J.M.; Lumpkin, J.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 556-557.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Shopping enjoyment. (1989).

O'Guinn, T.C.; Faber, R.J.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 558-559.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Shopping guilt. (1989).

O'Guinn, T.C.; Faber, R.J.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 560-561.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Shopping mall usage. (1984).

Hawes, J.M.; Lumpkin, J.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 562-563.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Shopping prone. (1985).

Arora, R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 564-565.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Shopping responsibility (wife). (1984).

Hawes, J.M.; Lumpkin, J.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 566-567.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Social desirability bias, Marlowe-Crowne. (1960).

Crowne, D.P.; Marlowe, D.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 568-571.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Source pressuring. (1985).

Swasy, J.L.; Munch, J.M.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 572-573.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Spontaneity. (1981).

Unger, L.S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 574-575.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Sports activeness. (1982).

Lumpkin, J.R.; Darden, W.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 576-577.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Sports enthusiasm. (1983).

Dickerson, M.D.; Gentry, J.W.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 578-579.

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Store familiarity importance. (1978).

Moschis, G.P.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 580-581.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Store image. (1987).

Wu, B.T.; Petroshius, S.M.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 582-583.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Store pricing importance. (1985).

Saegert, J.; Hoover, R.J.; Hilger, M.T.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 584-585.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Subjective norms (soft drink). (1988).

Beatty, S.E.; Kahle, L.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 586-587.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Task orientation of salesperson (customer's perception). (1985).

Williams, K.C.; Spiro, R.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 588-589.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Time management. (1982).

Lumpkin, J.R.; Darden, W.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 590-591.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Time pressure. (1983).

Dickerson, M.D.; Gentry, J.W.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 592-593.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Time pressure. (1982).

Lumpkin, J.R.; Darden, W.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 594-595.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Value (object). (1989).

Deighton, J.; Romer, D.; McQueen, J.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 596-597.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Value (offer). (1980).

Berkowitz, E.N.; Walton, J.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 598-600.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Value (offer). (1987).

Petroshius, S.M.; Monroe, K.B.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 601-602.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Venturesomeness. (1985).

Bruning, E.R.; Kovacic, M.L.; Oberdick, L.E.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 603-604.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Verbal visual processing style. (1985).

Childers, T.L.; Houston, M.J.; Heckler, S.E.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 605-607.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Visual imagery control. (1969).

Richardson, A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 608-610.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Volunteerism (benefits). (1985).

Yavas, U.; Riechen, G.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 611-612.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Volunteerism (family job constraints). (1985).

Yavas, U.; Riechen, G.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 613-614.

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Volunteerism (willingness). (1985).

Yavas, U.; Riechen, G.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 615-616.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Weight control. (1985).

Oliver, R.L.; Bearden, W.O.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 617-618.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Word evaluation. (1989).

Allen, C.T.; Janiszewski, C.A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 619-620.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Workaholic. (1985).

Bruning, E.R.; Kovacic, M.L.; Oberdick, L.E.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 621-622.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Yielding to child's request. (1988).

Carlson, L.; Grossbard, S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 623-624.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Ad distraction. (1985).

Duncan, C.P.; Nelson, J.E.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 629-630.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Ad humor. (1985).

Duncan, C.P.; Nelson, J.E.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 631-632.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Ad information usage. (1982).

Lumpkin, J.R.; Darden, W.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 633-634.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Ad irritation. (1985).

Duncan, C.P.; Nelson, J.E.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 635-636.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Advertising concerns (parent). (1988).

Carlson, L.; Grossbard, S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 637-638.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Advertising expenditures (bank). (1989).

McKee, D.O.; Varadarajan, P.R.; Pride, W.M.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 639-640.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Advertising relating discussions (parent child). (1988).

Carlson, L.; Grossbard, S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 641-642.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attention to ad. (1985).

Duncan, C.P.; Nelson, J.E.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 643-644.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attitude toward advertising. (1986).

Gaski, J.F.; Etzel, M.J.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 645-646.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attitude toward advertising. (1978).

Moschis, G.P.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 647-648.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attitude toward advertising (semantic differential). (1957).

Osgood, C.E.; Suci, G.J.; Tannenbaum, P.H.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 649-653.

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attitude toward advertising by professionals. (1986).

Hite, R.E.; Bellizzi, J.A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 654-655.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attitude toward advertising by professionals. (1985).

Snizek, W.E.; Crocker, K.E.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 656-657.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attitude toward the ad. (1976).

Maddox, R.N.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 658-659.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attitude toward the ad (activity judgments). (1986).

Burke, M.C.; Edell, J.A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 660-662.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attitude toward the ad (brand reinforcements). (1979).

Schlinger, M.J.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 663-665.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Attitude toward the ad (confusion). (1983).

Lastovicka, J.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 666-667.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attitude toward the ad (entertainment). (1979).

Schlinger, M.J.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 668-670.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attitude toward the ad (evaluation judgments). (1986).

Burke, M.C.; Edell, J.A.; Zinkhan, F.C.; Locander, W.B.; Leigh, J.H.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 671-673.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attitude toward the ad (familiarity). (1979).

Schlinger, M.J.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 674-676.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attitude toward the ad (gentleness judgments). (1986).

Burke, M.C.; Edell, J.A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 677-678.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attitude toward the ad (insulting). (1980).

Whipple, T.; Courtney, A.E.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 679-680.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attitude toward the ad (negative feelings). (1982; 1987).

Madden, T.J.; Edell, J.A.; Burke, M.C.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 681-683.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attitude toward the ad (relevance). (1983).

Lastovicka, J.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 684-685.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attitude toward the ad (relevant news). (1979).

Schlinger, M.J.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 686-688.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attitude toward the ad (semantic differential). (1987; 1989).

Petroshius, S.M.; Crocker, K.E.; Cox, D.S.; Locander, W.B.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 689-701.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attitude toward the ad (upbeat feelings). (1989).

Burke, M.C.; Edell, J.A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 702-704.

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attitude toward the ad (warm feelings). (1987).

Edell, J.A.; Burke, M.C.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 705-707.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attitude toward the advertiser (semantic differential). (1987, 1989).

Muehling, D.D.; MacKenzie, S.B.; Lutz, R.J.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 708-709.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

attitude toward TV advertising. (1977).

Rossiter, J.r.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 710-712.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Complexity (ad). (1988).

Cox, D.S.; Cox, A.D.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 713-714.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Complexity (stimulus). (1974).

Mehrabian, A.; Russell, J.A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 715-717.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Credibility (source). (1989).

Lichtenstein, D.R.; Bearden, W.O.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 718-719.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Exposure to company advertising (customer). (1987).

Crosby, L.A.; Stephens, N.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 720-721.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Information adequacy (consumer). (1980).

Lambert, Z.V.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 722-723.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Information seeker. (1980).

Raju, P.S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 724-725.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Information source usage. (1978).

Moschis, G.P.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 726-727.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Interest (commercial). (1983).

Bello, D.C.; Pitts, R.E.; Etzel, M.J.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 728-729.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Involvement (ad). (1988).

Celsi, R.L.; Olsen, J.C.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

 $\label{lem:multi-item} \textit{Measures. Vol. 1. Chicago, IL: American Marketing Association.}$

Page(s): 730-731.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Media usage (insurance customer). (1987).

Crosby, L.A.; Stephens, N.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 732-733.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Novelty (ad). (1988).

Cox, D.S.; Cox, A.D.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 734-735.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Sales advertising watcher. (1985).

Lumpkin, J.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 736-737.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Acceptance by coworkers (initiation to the group). (1986).

Dubinsky, A.J.; Howell, R.D.; Ingram, T.N.; Bellenger, D.N.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 747-748.

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Acceptance of authority. (1965).

Withy, S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 749-750.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Account service activity (salesperson). (1986).

Moncrief, W.C.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 751-752.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Achievement oriented supervisory behavior. (1985).

Kohli, A.K.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 753-754.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Adoption costs (customer). (1988).

Robertson, T.S.; Eliashberg, J.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 755-756.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Adoption of the extended marketing concept. (1987).

Lusch, R.F.; Laczniak, G.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 757-758.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Alienation from work. (1967).

Miller, G.A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 759-760.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Alternative offerings (industrial sales). (1989).

John, G.; Weitz, B.A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 761-762.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

attitude toward the manufacturer (dealer). (1986).

Frazier, G.L.; Summers, J.O.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 763-764.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attributional style (sales effort). (1986).

Sujan, H.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 765-766.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attributional style (sales strategy). (1986).

Sujan, H.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 767-768.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Autocratic supervisory behavior (Arbitrary and punitive behavior). (1985).

Kohli, A.K.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 769-770.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Autonomy (job performance). (1976).

Sims Jr, H.P.; Szilagyi, A.D.; Keller, R.T.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 771-772.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Barriers to entry. (1984).

Burke, M.C.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 773-774.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Barriers to exit. (1984).

Burke, M.C.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 775-777.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Centralization (agent client relationship). (1988).

Ferrell, O.C.; Skinner, S.J.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 778-779.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Centralization (buying group structure). (1987).

McCabe, D.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association. Page(s): 780-781.

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Centralization (channel relationship). (1985).

Dwyer, F.R.; Welsh, M.A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 782-783.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Centralization (channel relationship). (1987).

Dwyer, F.R.; Oh, S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 784-785.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Centralization (retailer with wholesaler). (1982).

John, G.; Reve, T.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 786-787.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Centralization (salesforce decisions). (1982).

Phillips, L.W.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 788-789.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Centralization (vertical control). (1989).

Klein, S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 790-791.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Centralization (wholesaler with retailer). (1982).

John, G.; Reve, T.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 792-793.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Channel conflict (administrative). (1980).

Schul, P.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 794-795.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Channel conflict (dealer with manufacturer). (1985).

Gaski, J.F.; Nevin, J.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 796-797.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Channel conflict (service). (1980).

Schul, P.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 798-799.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Channel member control. (1985).

Dwyer, F.R.; Welsh, M.A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 800-801.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Commitment (organizational). (1972).

Hrebiniak, L.G.; Alutto, J.A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 802-803.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Commitment (organizational). (1979).

Mowday, R.T.; Steers, R.M.; Porter, L.W.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 804-805.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Company resource sharing. (1984).

Burke, M.C.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 806-807.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Competitive environment. (1988).

Robertson, T.S.; Eliashberg, J.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 808-809.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Competitive retaliation. (1988).

Eliashberg, J.; Robertson, T.S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 810-811.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Competence (task specific for insurance agent). (1987).

Lucas Jr., G.H.; Parasuraman, A.; Davis, R.A.; Enis, B.M.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 812-813.

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Competitive intensity. (1987).

Lusch, R.F.; Laczniak, G.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 814-815.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Competitive strength. (1984).

Burke, M.C.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 816-818.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Attitude toward the product brand (semantic differential). (1957-1989).

Maddox, R.N.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 819-820.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Confirmation of expectations (distributor). (1989).

Cronin, J.J., J.r.; Morris, M.H.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 821-822.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Conflict frequency. (1989).

Cronin, J.J., J.r.; Morris, M.H.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 823-824.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Conflict importance (channel). (1989).

Cronin, J.J., J.r.; Morris, M.H.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 825-826.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Confidence in work (Initiation to the task). (1986).

Dubinsky, A.J.; Howell, R.D.; Ingram, T.N.; Bellenger, D.N.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 827-828.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Conflict intensity (channel). (1989).

Cronin, J.J., Jr.; Morris, M.H.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 827-828.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Conflict intensity (generalized). (1986).

Lambert, D.R.; Boughton, P.D.; Banville, G.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 829-930.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Consideration (channel relationship). (1987).

Schul, P.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 833-834.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Consideration (leadership style). (1987).

Lucas Jr., G.H.; Parasuraman, A.; Davis, R.A.; Enis, B.M.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 835-836.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Consideration (leadership style). (1981, 1986).

Teas, R.K.; Hampton, R.; Dubinsky, A.J.; Skinner, S.T.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 837-839.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Consideration (leadership style). (1978).

Schriesheim, C.A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 840-841.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Consideration of alternatives (industrial buying). (1987).

Anderson, E.; Chu, W.; Weitz, B.A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 842-843.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Contingent approving supervisory behavior). (1985).

Kohli, A.K.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 844-845.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Cooperation (buying center members). (1989).

Kohli, A.K.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 846-848.

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Customer orientation. [SOCO]. (1982).

Saxe, R.; Weitz, B.A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 849-850.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Customer service support for employees (bank) (Customer contact support). (1989).

McKee, D.O.; Varadarajan, P.R.; Pride, W.M.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 851-852.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Decision making uncertainty (retailer). (1988).

Achrol, R.S.; Stern, L.W.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 853-854.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Directive (channel relationship). (1980).

Schul, P.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 855-856.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Distributor interaction (salesperson). (1986).

Moncrief, W.C.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 857-858.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Domain consensus (retailer with wholesaler). (1980).

Reve, T.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 859-860.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Domain consensus (wholesaler with retailer). (1980).

Reve. T.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 861-862.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Dysfunctional behavior (employee). (1989).

Jaworski, B.J.; MacInnis, D.J.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 863-864.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Employee coordination (sales nonsales). (1989).

John, G.; Weitz, B.A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 865-866.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Employee screening (bank) (Customer contact personnel screening). (1989).

McKee, D.O.; Varadarajan, P.R.; Pride, W.M.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 867-868.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Entertaining clients (salesperson). (1986).

Moncrief, W.C.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 869-870.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Environmental capacity. (1988).

Achrol, R.S.; Stern, L.W.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 871-872.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Environmental concentration. (1988).

Achrol, R.S.; Stern, L.W.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 873-875.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Environmental conflict (abnormal competetive severity). (1988).

Achrol, R.S.; Stern, L.W.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 876-877.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Environmental conflict (unfair trade practices). (1988).

Achrol, R.S.; Stern, L.W.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 878-879.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Environmental diversity (individual customers). (1988).

Achrol, R.S.; Stern, L.W.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 880-881.

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Environmental diversity (organizational customers). (1988).

Achrol, R.S.; Stern, L.W.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 882-883.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Environmental dynamism (competitor dynamism). (1988).

Achrol, R.S.; Stern, L.W.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 884-885.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Environmental dynamism (customer dynamism). (1988).

Achrol, R.S.; Stern, L.W.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 886-887.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Environmental dynamism (marketing practices). (1988).

Achrol, R.S.; Stern, L.W.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 888-889.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Environmental forces (demand & competition) (Output sector variability). (1985).

Dwyer, F.R.; Welsh, M.A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 890-891.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

 $Environmental\ forces\ (regulation\ \&\ technology)\ (Heterogeneity,\ homogeneity).\ (1985).$

Dwyer, F.R.; Welsh, M.A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 892-893.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Environmental interconnectedness (common input linkages). (1988).

Achrol, R.S.; Stern, L.W.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 894-895.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Environmental interconnectedness (common output linkages). (1988).

Achrol, R.S.; Stern, L.W.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 896-897.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Environmental interdependence. (1988).

Achrol, R.S.; Stern, L.W.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 898-899.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Environmental uncertainty (buying group decisions). (1987).

McCabe, D.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 900-902.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Environmental uncertainty (complexity). (1989).

Klein, S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 903-904.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Environmental uncertainty (dynamism). (1989).

Klein, S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 905-906.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Environmental uncertainty (market). (1989).

John, G.; Weitz, B.A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 907-908.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Ethical behavior (management's emphasis). (1984).

Hunt, S.D.; Chonko, L.B.; Wilcox, J.B.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 909-910.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Ethical behavior (research activity). (1988).

Ferrell, O.C.; Skinner, S.J.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 911-912.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Ethical problems. (1984).

Hunt, S.D.; Chonko, L.B.; Wilcox, J.B.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 913-914.

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Familiarity with others (buying center members). (1989).

Kohli, A.K.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 915-916.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Feedback from others in company. (1974).

Hackman, J.R.; Oldham, G.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 917-918.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Feedback from superiors. (1976).

Sims Jr, H.P.; Szilagyi, A.D.; Keller, R.T.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 919-920.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Financial performance (organizational). (1987).

Lusch, R.F.; Laczniak, G.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 921-922.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Formality of product elimination decision. (1985).

Avlonitis, G.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 923-924.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Formalization (buying group structure). (1987).

McCabe, D.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 925-926.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Formalization (channel relationship). (1985).

Dwyer, F.R.; Welsh, M.A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

 $\label{lem:multi-item} \textit{Measures. Vol. 1. Chicago, IL: American Marketing Association.}$

Page(s): 927-928.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Formalization (channel relationship). (1987).

Dwyer, F.R.; Oh, S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 929-930.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Conflicts at work. (1986).

Dubinsky, A.J.; Howell, R.D.; Ingram, T.N.; Bellenger, D.N.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 931-832.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Formalization (organizational). (1988).

Ferrell, O.C.; Skinner, S.J.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 931-932.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Formalization (organizational). (1988).

Michaels, R.E.; Cron, W.L.; Dubinsky, A.J.; Joachimsthaler, E.A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 933-934.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Formalization (retailer with wholesaler). (1980).

Reve. T.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 935-936.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Formalization (vertical control). (1989).

Klein, S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 937-938.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Formalization (wholesaler with retailer). (1980).

Reve. T.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 939-940.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Goal acceptance. (1989).

Hart, S.H.; Moncrief, W.C.; Parasuraman, A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 941-942.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Goal clarity. (1989).

Hart, S.H.; Moncrief, W.C.; Parasuraman, A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 943-944.

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Goal compatibility (retailer with wholesaler). (1980).

Reve, T.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 945-946.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Goal compatibility (wholesaler with retailer). (1980).

Reve. T.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 947-948.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Goal difficulty. (1989).

Hart, S.H.; Moncrief, W.C.; Parasuraman, A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 949-950.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Influence (buying center member self perception). (1989).

Kohli, A.K.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 951-952.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Influence attempts (buying center member). (1989).

Kohli, A.K.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 953-954.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Influence on decision making unit. (1989).

McQuiston, D.H.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 955-956.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Influence over work. (1986).

Dubinsky, A.J.; Howell, R.D.; Ingram, T.N.; Bellenger, D.N.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 957-958.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Information management activity (salesperson). (1986).

Moncrief, W.C.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 959-960.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Initiation of structure (leadership style). (1981).

Teas, R.K.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 961-962.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Initiation of structure (leadership style) (Closeness of supervision). (1980).

Teas, R.K.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 963-964.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Initiation of structure (leadership style). (1986).

Hampton, R.; Dubinsky, A.J.; Skinner, S.J.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 965-966.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Interaction (retailer with wholesaler). (1980).

Reve, T.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 967-968.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Interaction (wholesaler with retailer). (1980).

Reve, T.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 969-970.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Interaction orientation of customer (salesperson's perception). (1985).

Williams, K.C.; Spiro, R.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 971-972.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Involvement (job). (1965; 1986).

Ladahl, T.; Kejner, M.; Dubinsky, A.J.; Howell, R.D.; Ingram, T.N.; Bellenger, D.N.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 973-974.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Job challenge (salesperson). (1970).

Hall, D.T.; Lawler, E.E.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 975-976.

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Job description index. [JDI]. (1969).

Smith, P.C.; Kendall, L.M.; Hulin, C.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 977-981.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Job expectations (realistic). (1986).

Dubinsky, A.J.; Howell, R.D.; Ingram, T.N.; Bellenger, D.N.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 982-983.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Job instrumentality (salesperson). (1981).

Teas, R.K.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 984-986.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Job structure. (1989).

Cummings, W.T.; Jackson Jr., D.W.; Ostrom, L.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 987-988.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Job suitability. (1986).

Dubinsky, A.J.; Howell, R.D.; Ingram, T.N.; Bellenger, D.N.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 989-990.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Job tension. (1989).

Jaworski, B.J.; MacInnis, D.J.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 991-992.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Job variety. (1989).

Cummings, W.T.; Jackson Jr., D.W.; Ostrom, L.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 993-994.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Locus of control. (1972).

Valecha, G.K.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 995-997.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Machiavellianism. [MACH IV]. (1970).

Christie, R.; Geis, F.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 998-999.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Manifest influence of buying center members. (1989).

Kohli, A.K.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1000-1001.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Manifest influence of others in organization. (1989).

Ronchetto Jr, J.R.; Hutt, M.D.; Reingen, P.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1002-1003.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Market attractiveness. (1984).

Burke, M.C.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1004-1005.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Market power of customer (knowledge). (1988).

Butaney, G.; Wortzel, L.H.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1006-1007.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Market power of customer (size). (1988).

Butaney, G.; Wortzel, L.H.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1008-1009.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Market power of customer (switching costs). (1988).

Butaney, G.; Wortzel, L.H.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1010-1012.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Market power of manufacturer (industry competition). (1988).

Butaney, G.; Wortzel, L.H.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1012-1013.

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Market power of manufacturer (nature of competition). (1988).

Butaney, G.; Wortzel, L.H.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1014-1015.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Market researching frequency (bank). (1989).

McKee, D.O.; Varadarajan, P.R.; Pride, W.M.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1016-1017.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Meeting related activity (salesperson). (1986).

Moncrief, W.C.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1018-1019.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Motivation to work (generalized). (1969).

Duncan, O.D.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1020-1021.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Motivation to work harder. (1986).

Sujan, H.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1022-1023.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Motivation to work smarter. (1986).

Sujan, H.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1024-1025.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Munificence (car dealer). (1987).

Dwyer, F.R.; Oh, S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1026-1027.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Negotiation skill. (1988).

Banting, P.M.; Dion, P.A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1028-1029.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Opportunism (dealer with manufacturer). (1987).

Dwyer, F.R.; Oh, S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1030-1031.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Order processing activity (salesperson). (1986).

Moncrief, W.C.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1032-1033.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Participation (buying group structure). (1987).

McCabe, D.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1034-1035.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Participation (channel relationship). (1980).

Schul, P.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1036-1037.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Participation (channel relationship). (1985).

Dwyer, F.R.; Welsh, M.A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1038-1039.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Participation (channel relationship). (1988).

Dwyer, F.R.; Oh, S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1040-1042.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Participation (leadership style). (1981).

Teas, R.K.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1043-1044.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Participation (leadership style). (1981).

Teas, R.K.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1045-1046.

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Participation in decision making unity. (1989).

McQuiston, D.H.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1047-1048.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Performance control sensitivity (branch manager). (1982).

Phillips, L.W.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1049-1050.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Performance control sensitivity (salesforce). (1982).

Phillips, L.W.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1051-1052.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Performance documentation. (1989).

Jaworski, B.J.; MacInnis, D.J.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1053-1054.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Performance evaluation (ease of assessment) (Evaluation of accomplishment). (1989).

John, G.; Weitz, B.A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1055-1056.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Performance evaluation (retailer with wholesaler) (Evaluation of accomplishment). (1989).

John, G.; Weitz, B.A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1057-1058.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Performance evaluation (wholesaler with retailer). (1985).

Kohli, A.K.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1057-1058.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Performance expectations (salesperson). (1981; 1985).

Teas, R.K.; Kohli, A.K.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1062-1063.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Performance expectations (salesperson) (Work motivation). (1981).

Teas, R.K.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1064-1065.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Performance sensitivity (job) (Internal work motivation). (1986).

Dubinsky, A.J.; Hartley, S.W.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1066-1068.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Political meetings frequency (bank). (1989).

McKee, D.O.; Varadarajan, P.R.; Pride, W.M.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1069-1070.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Power (coercive). (1984).

Comer, J.M.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1071-1072.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Power (coercive). (1985).

Gaski, J.F.; Nevin, J.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1073-1074.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Power (departmental). (1989).

Kohli, A.K.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1075-1076.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Power (exercised coercive). (1985).

Gaski, J.F.; Nevin, J.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1077-1079.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Power (exercised reward). (1985).

Gaski, J.F.; Nevin, J.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1080-1082.

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Power (expert). (1989).

Kohli, A.K.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1083-1084.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Power (expert). (1986).

Gaski, J.F.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1085-1086.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Power (expert). (1984).

Comer, J.M.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1087-1088.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Power (informational legitimate). (1989).

Kohli, A.K.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1089-1090.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Power (information). (1989).

Kohli, A.K.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1091-1092.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Power (legitimate). (1986).

Gaski, J.F.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1093-1095.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Power (legitimate). (1984).

Comer, J.M.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1096-1098.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Power (referent). (1986).

Gaski, J.F.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1099-1100.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Power (referent). (1989).

Kohli, A.K.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1101-1102.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Power (referent). (1984).

Comer, J.M.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1103-1104.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Power (reinforcement). (1989).

Kohli, A.K.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1105-1106.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Power (reward). (1984).

Comer, J.M.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1107-1109.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Power (reward). (1985).

Gaski, J.F.; Nevin, J.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1110-1113.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Power of distributor (exercised). (1988).

Butaney, G.; Wortzel, L.H.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1114-1115.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Power of manufacturer. (1983).

Frazier, G.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1116-1117.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Power of supplier. (1985).

Gaski, J.F.; Nevin, J.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1118-1120.

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Pricing analysis frequency (bank). (1989).

McKee, D.O.; Varadarajan, P.R.; Pride, W.M.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1121-1122.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Procedural knowledge. (1989).

Jaworski, B.J.; MacInnis, D.J.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1123-1124.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Product complexity. (1988).

Eliashberg, J.; Robertson, T.S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1125-1126.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Product complexity. (1987).

McCabe, D.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1127-1128.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Product component uniqueness. (1989).

Perdue, B.C.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1129-1130.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Product line sophistication (industrial buying). (1987).

Anderson, E.; Chu, W.; Weitz, B.A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1131-1132.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Product preannouncement (cannibalization concerns). (1988).

Eliashberg, J.; Robertson, T.S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1133-1134.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Product preannouncement (competitive concerns). (1988).

Eliashberg, J.; Robertson, T.S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1135-1136.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Product preannouncement (distribution reasons). (1988).

Eliashberg, J.; Robertson, T.S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1137-1138.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Product preannouncement (image reasons). (1988).

Eliashberg, J.; Robertson, T.S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1139-1140.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Product preannouncement (legal concerns). (1988).

Eliashberg, J.; Robertson, T.S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1141-1142.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Product preannouncement (promotional concerns). (1988).

Eliashberg, J.; Robertson, T.S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1143-1144.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Product preannouncement (risks). (1988).

Eliashberg, J.; Robertson, T.S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1145-1146.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Product service activity (salesperson). (1986).

Moncrief, W.C.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1147-1148.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Product understanding. (1988).

Eliashberg, J.; Robertson, T.S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1149-1150.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Professionalism (autonomy). (1988).

Bullard, J.H.; Snizek, W.E.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1151-1152.

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Professionalism (autonomy). (1972).

Snizek, W.E.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1153-1154.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Professionalism (client orientation) (Ethics). (1979).

Bartol, K.M.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1155-1156.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Professionalism (collegial maintenance). (1979).

Bartol, K.M.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1157-1158.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Professionalism (commitment). (1979).

Bartol, K.M.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1159-1160.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Professionalism (identification). (1972).

Snizek, W.E.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1161-1163.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Professionalism (sense of calling to the field). (1972).

Snizek, W.E.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1164-1165.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Professionalism (self regulation). (1972).

Snizek, W.E.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1166-1167.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Professionalism (service to the public). (1972).

Snizek, W.E.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1168-1169.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Purchase complexity. (1989).

McQuiston, D.H.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1170-1171.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Purchase importance. (1989).

McQuiston, D.H.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1172-1173.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Purchase importance. (1987).

McCabe, D.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1174-1175.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Purchase inexperience. (1989).

McQuiston, D.H.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1176-1177.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Purchase task familiarity (industrial buying) (Newness + Info). (1987).

Anderson, E.; Chu, W.; Weitz, B.A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1178-1180.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Recruiting training activity. (1986).

Moncrief, W.C.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1181-1182.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Replaceability of income from principal (agency). (1985).

Anderson, E.; Chu, W.; Weitz, B.A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1183-1184.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Replaceability of salespeole. (1989).

John, G.; Weitz, B.A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1185-1186.

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Role ambiguity (salesperson & product manager). (1970).

Rizzo, J.R.; House, R.J.; Lirtzman, S.I.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1187-1190.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Role autonomy (job related). (1985).

Lysonski, S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1191-1192.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Role clarity (salesperson). (1980).

Busch, P.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1193-1194.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Role clarity (salesperson). (1986).

Fry, L.W.; Futrell, C.M.; Parasuraman, A.; Chmielewshi, M.A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1195-1196.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Role clarity (salesperson). (1970).

Rizzo, J.R.; House, R.J.; Lirtzman, S.I.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1197-1198.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Role conflict (salesperson & product manager). (1970).

Rizzo, J.R.; House, R.J.; Lirtzman, S.I.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1199-1202.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Role conflict (work nonwork) (Resolution of outside life conflicts). (1986).

Dubinsky, A.J.; Howell, R.D.; Ingram, T.N.; Bellenger, D.N.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1203-1204.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Role definition (salesperson). (1986).

Dubinsky, A.J.; Howell, R.D.; Ingram, T.N.; Bellenger, D.N.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1205-1206.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Role performance. (1983).

Frazier, G.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1207-1208.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Sales constraints. (1981).

Teas, R.K.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1209-1210.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Sample representativeness evaluation. (1987).

Lee, H.; Acito, F.; Day, R.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1211-1212.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Sample size evaluation. (1987).

Lee, H.; Acito, F.; Day, R.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1213-1214.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Satisfaction (dealer with manufacturer). (1987).

Dwyer, F.R.; Oh, S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1215-1216.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Satisfaction (dealer with manufacturer). (1985).

Gaski, J.F.; Nevin, J.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1217-1218.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Satisfaction (franchise). (1980).

Schul, P.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1219-1221.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Satisfaction with job (composite index). (1984).

Hunt, S.D.; Chonko, L.B.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1222-1223.

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Satisfaction with job (extrinsic) (Lower order need fulfillment) (Extrinsic satisfaction). (1980). Teas, R.K.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1224-1225.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Satisfaction with job (extrinsic). (1986).

Sujan, H.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1226-1227.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Satisfaction with job (extrinsic). (1987).

Lucas Jr., G.H.; Parasuraman, A.; Davis, R.A.; Enis, B.M.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1228-1229.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Satisfaction with job (generalized). (1986).

Dubinsky, A.J.; Howell, R.D.; Ingram, T.N.; Bellenger, D.N.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1230-1232.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Satisfaction with job (generalized). (1972, 1976).

Pruden, H.O.; Reese, R.M.; Bagozzi, R.P.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1233-1234.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Satisfaction with job (intrinsic). (1986).

Sujan, H.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1235-1236.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Satisfaction with job (intrinsic). (1987).

Lucas Jr., G.H.; Parasuraman, A.; Davis, R.A.; Enis, B.M.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1237-1238.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Satisfaction with job (intrinsic) (Higher order need fulfillment). (Intrinsic satisfaction). (1980).

Teas, R.K.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1239-1241.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Satisfaction with supervisor; Job diagnostic survey. (1974).

Hackman, J.R.; Oldham, G.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1242-1243.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Self esteem (task specific for salesperson. (1976).

Bagozzi, R.P.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1244-1246.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Self monitoring. (1974).

Snyder, M.

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1247-1249.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Self orientation of customer (salesperson's perception). (1985).

Williams, K.C.; Spiro, R.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1250-1251.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Selling activity. (1986).

Moncrief, W.C.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1252-1253.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Selling task complexity (industrial selling). (1989).

John, G.; Weitz, B.A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1254-1255.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Specialization (channel relationship). (1985).

Dwyer, F.R.; Welsh, M.A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1256-1257.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Study quality evaluation. (1987).

Lee, H.; Acito, F.; Day, R.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1258-1259.

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Supportive (channel relationship). (1980).

Schul, P.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1260-1261.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Task completion. (1976).

Sims Jr, H.P.; Szilagyi, A.D.; Keller, R.T.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1262-1263.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Task orientation of customer (salesperson's perception). (1985).

Williams, K.C.; Spiro, R.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1264-1265.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Task significance autonomy; Job diagnostic survey. (1974).

Hackman, J.R.; Oldham, G.R.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1266-1267.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Time pressure (buying center members. (1989).

Kohli, A.K.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1268-1269.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Trade show performance (nonselling). (1987).

Kerin, R.A.; Cron, W.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1270-1271.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Trade show performance (selling). (1987).

Kerin, R.A.; Cron, W.L.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1272-1273.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Transaction asset specificity (agency with accounts). (1988).

Heide, J.B.; George, J.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1274-1275.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Transaction asset specificity (agency with principal). (1988).

Heide, J.B.; George, J.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1276-1277.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Transaction asset specificity (firm with salesperson). (1989).

John, G.; Weitz, B.A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1278-1279.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Transaction asset specificity (generalized). (1989).

Klein, S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1280-1281.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Travel activity (salesperson). (1986).

Moncrief, W.C.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1282-1283.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Trust (dealer with manufacturer). (1987).

Dwyer, F.R.; Oh, S.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1284-1285.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Trust (retailer with wholesaler). (1980).

Reve, T.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1286-1287.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Trust (wholesaler with retailer). (1980).

Reve, T.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1288-1289.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Upward influencing supervisory behavior. (1985).

Kohli, A.K.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1290-1291.

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Work controls (output). (1989).

Jaworski, B.J.; MacInnis, D.J.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1292-1293.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Work controls (procedures). (1988).

Ferrell, O.C.; Skinner, S.J.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1294-1295.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Work controls (process). (1989).

Jaworski, B.J.; MacInnis, D.J.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1296-1297.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Work controls (professional). (1989).

Jaworski, B.J.; MacInnis, D.J.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1298-1299.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Work controls (self). (1989).

Jaworski, B.J.; MacInnis, D.J.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1300-1301.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

TMSS List of Compilations: https://archive.org/details/TMSS_compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

Work effort. (1989).

Hart, S.H.; Moncrief, W.C.; Parasuraman, A.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1302-1303.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Work evaluation congruence. (1986).

Dubinsky, A.J.; Howell, R.D.; Ingram, T.N.; Bellenger, D.N.

IN: Bruner, G. C., II; Hensel, P. J. (1994). Marketing Scales Handbook: A Compilation of

Multi-item Measures. Vol. 1. Chicago, IL: American Marketing Association.

Page(s): 1304-1305.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

http://www.worldcatlibraries.org/oclc/25965149

Compiled by Helen Hough, MLS, James G. Collins & Associates.



Helen Hough, CC BY-NC

Burt King provided assistance with inquiries through part of the early 2010s when at Central Library, University of Texas at Arlington, Arlington, Texas 76019.

My most grateful appreciation for (a) the assistance of Stacy Maat, Marija Freeland, Susan Turkel, and Sue Wortman at the University of Michigan, who provided significant information regarding changing URLs; (b) all of our colleagues across the nation and world who make recommendations for works to be added; and (c) The University of Texas at Arlington Library for originally graciously hosting this work to make it available to scholars worldwide.

As a content listing of a published work, validity and accuracy of this page does not change over time. The TMSS pages are usually developed from information provided in a variety of locations within the original resource. If any of these pages are copied for modification on another site, please provide proper attribution. This version, originally created in 1998, is covered by all applicable copyright laws. Updated: August 2019.